

Historic, Archive Document

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Watermelon

German, WASSERMELONE; French, MELON
D'EAU; Spanish, ZANDIA

The Watermelon is a native of Jefferson County, Florida. From the botanical standpoint it belongs to the group "Cucurbitaceae," and is known to the botanist as "Citrullus Vulgaris." It can be grown to a limited extent in every State in the Union, but by far the heaviest production is to be found in the Southeastern, Southern and Southwestern parts of the United States. It is interesting to note that the heavy commercial area coincides very nearly with that over which the long-leaf pine is naturally distributed. Of these various areas the Southeastern section is by far the most important.

D. H. GILBERT, Seed Grower
Monticello, Florida

Sec. 435 $\frac{1}{2}$, P. L. & R.

U. S. POSTAGE

PAID

Monticello, Florida

Permit No. 6

"The greatest satisfaction from planting Gilbert's Watermelon
Seed is at harvest time"



There has never been, so far, a watermelon introduced that became as popular as the Watson. It will be planted commercially for a long time yet, if the planter can be assured of high quality seed.

I was very successful in breeding a strain of this favorite melon which show no hard white centers. Believe I have improved the Watson melon to the highest degree of perfection in Gilbert's Cut-Red Strain, grows big, glossy, green rind melons with red meat.

In order to overcome any doubt whatsoever as to the trueness and quality of the Watson seed I offer for sale, I am making affidavit that the seed were saved from selected melons with red meat and from crops raised expressly for seed purposes.

Gilbert's Cut-Red Watson

AFFIDAVIT

STATE OF FLORIDA)
JEFFERSON COUNTY)

Before the undersigned authority on this 2nd day of November, A. D. 1931, personally appeared D. H. Gilbert, seed grower, to me well known and being first duly sworn, says: that he is a citizen and resident of said County and State, and is over twenty-one years of age, says:

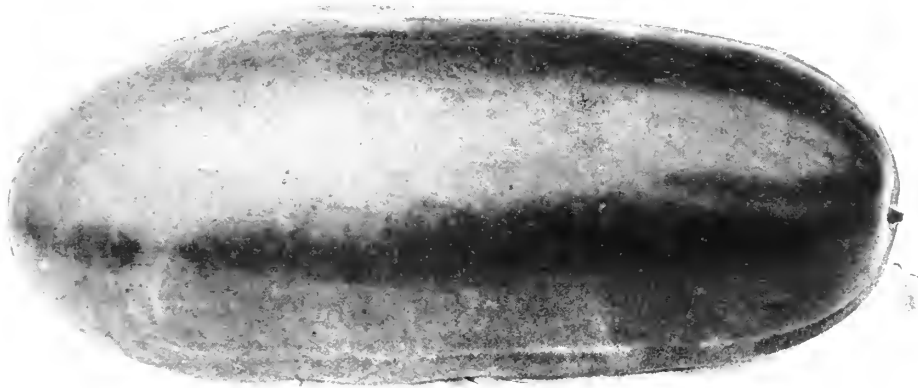
The Cut-Red Watson Watermelon Seed offered here were saved from nice uniform melons which cut red meat and from crops grown expressly for seed purposes.

D. H. Gilbert

Sworn to and subscribed before me
this 2nd day of November, 1931

J. H. Anderson

Notary Public, State of Florida at
large. My commission expires March
11, 1933.



Gilbert's New Ribault Watermelon

(FORMERLY RADIO)

RIBALT is long and thick in shape, measuring 24 to 30 inches long by 16 to 20 inches in diameter. The rind is dark green, indistinctly striped with mingled lighter green. The young melons will show stripes, but as they develop and ripen the stripes almost fade away, leaving a dark glossy green color. The rind is medium thick and will stand rough usage during shipping; under ordinary handling the rind will not break. The meat is red and sweet and free from hard centers. It grows remarkably large, and is very prolific, not unusual to grow 600 melons per acre, weighing 40 pounds each. This new watermelon is likely to revolutionize the watermelon shipping business, for it will make increased profits for the growers and at the same time meet with favor with the buyers, especially those demanding big sizes. You will make no mistake to plant this remarkable watermelon.

NOTE:—Name changed account of the word Radio being copyrighted as applied to vegetable seeds, by another firm.

"Ribault," a Protestant, headed a colony of Huguenots who landed in Florida in 1562, was the first white man reported to eat a Watermelon in America, found growing in Jefferson County, near the present site of Monticello, cultivated by the Natches Indians—hence the name "Ribault."

Gilbert's "Improved Kleckley Sweet"

Years ago I set out to perfect a better strain of this favorite melon, for the reason it was showing some deterioration: melons were not all growing uniform in size, and with the feeling that it is a grower's duty to keep the type of all good melons up to standard, I rigidly selected and bred this type until I now have a much better melon than the old strain Kleckley Sweet. This improved strain grows uniformly large, retaining all of the fine qualities as a table melon, with an important added feature of having much harder rind. The seed are creamy white, with an occasional seed showing brown smear. The color of rind remains the same—dark bluish green—and grows much larger.





FIELD OF WONDERMELONS

Reuter's Wondermelon

A variety which has become one of the favorites. No watermelon has received more praise in the short time of its existence, and justly so, for it is one of the finest flavored melons raised. It is also very productive, grows great quantities of big, fine, dark glossy green melons, fully as good eating quality as any melon. The rind is rather thin but reasonably tough to insure good carrying for short hauls, and any market that receives this melon will sell to good advantage. Grows long and thick, seeds white, flesh deep red and juicy sweet. I can unreservedly recommend this melon for the market gardeners and large truckers. It will please and satisfy those who like good melons. Note the picture—a field of Wondermelons.

"Stone Mountain" or "Dixie Belle"

This Melon is very popular in the South. It is one of the best among the round watermelons, and has attained the leadership among these sorts. It is very sweet, grows large and is almost round in shape. The picture at the right (page 10) of this page is a fair representative of the melon. It is mingled dark green in color, medium sized, and the flesh is deep red. Under normal conditions this variety will produce melons weighing over 50 pounds, and will command highest price on any market where quality is first consideration. Every melon grower should give this variety a try-out, whether you like a round melon or not; when you have tasted the delicious flavor and sweetness of the melon you will forget the shape, the real value is on the inside. It is very prolific and has very few seeds, which are white with dark rings, with the occasional black seed.



Gilbert's "Improved Excel"

Produces melons eighteen to twenty-two inches long by twelve to sixteen inches in diameter, and weighing over forty pounds; the dark green rind, indistinctly striped, is tough and easily withstands far distant shipment. The deep red flesh is crisp, melting and of finest flavor, free from core or hard centers, heart large and very firm with small seed cavity.

NOTE:—Improved Excel is the result of careful breeding and selection of the original Excel Watermelon, which has both white and black seeds. I was successful in breeding this strain to all white seed with black rings or tips. The melon grows larger and more uniform, with no round melons, making a much more satisfactory melon.

Better Seeds

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Better Crops

Porto Rico (Yellow Flesh)



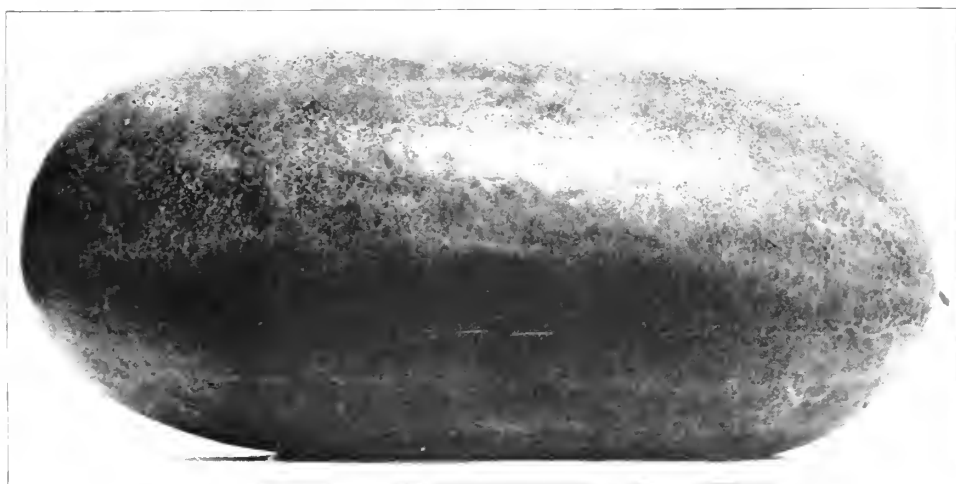
Is a new yellow fleshed watermelon. The flesh is very tender and melting, of a fine sugary and delicious flavor, surpassing many of the red fleshed melons; the outside skin is dark green mingled with stripes of a lighter green, grows oblong in shape; medium size with firm, hard rind, very prolific, and should prove a popular watermelon for home gardens.

Halbert Honey

Often called the sweetest of all melons. In quality, Halbert's Honey is simply wonderful, and of a rich fruity flavor. Entirely devoid of fibrous substances, the



sweet flesh melts away in the mouth like so much honey, even after the largest bite of "heart." This is surely a sweet melon, and its delicious crimson red flesh extends nearly to the skin, the rind being very thin and brittle. The melon is long in shape, and the dark green skin makes it very attractive. The hardy vines are remarkably prolific. The crop covers the ground, and it is not uncommon to see four or five melons growing in a heap together. It is quite early, a good feature for the commercial grower. The flesh is tender and luscious, extra sweet. The rind is not tough or thick enough for long distance shipping, but this is a prime favorite for local markets and home use. In good soil, will yield melons weighing 50 pounds.

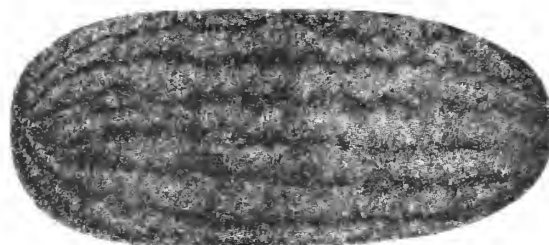


"Thurmond Grey"

Has permanently taken a place among the best shipping varieties of melon. It grows to large size, productive, and is a good shipping sort, sells to good advantage in the principal markets. The flesh being firm will not break when sliced, the color of rind is greenish grey. I consider the Thurmond Grey one of the best market sorts and recommend it for trial. The seed I offer were saved from very choice melons, true to type and from crops raised expressly for seed. There is no better seed of this variety.

Florida Favorite

(Improved)



A long melon with dark green skin faintly striped with a lighter green; deep red flesh of excellent flavor, one of the best table sorts; fairly good shipper. Seeds white.



"Irish Grey"

Is a very valuable melon, the productiveness is wonderful, the eating quality is all that could be desired in a watermelon, the sparkling red flesh is very sweet and entirely free from hard centers or stringiness, yet the flesh is very firm and compact and will not break when sliced. The size is uniformly large, color of rind yellowish grey, ripens medium early, will keep in good condition for a long time after picking and is one of the best shippers.

CROTALARIA AS A SOIL BUILDER



Field of *Crotalaria Spectabilis* Eight Feet Tall.

In 1909 the Florida Experiment Station cooperating with the Forage Crop Office of United States Department of Agriculture introduced a leguminous plant which today ranks high as a soil improver, especially for poor, sandy soils.

Various species of this plant, *CROTALARIA*, have been tried out but the most promising one is *CROTALARIA SPECTABILIS*. This plant grows to a height of 4 to 8 feet, has yellow flowers, the leaf is one-bladed or simple, seed are black, starts flowering about 100 days after germination and puts on all its flowers during a definite period. It is killed by a temperature of 28 degrees F.

Crotalaria may be sown as soon as evidence of frost is over in the spring. In Florida it is safe to sow as early as March and late as May. Early seeding generally produces a more satisfactory cover crop to compete with weeds. Rate of seeding varies from 5 to 20 pounds per acre, the heavier seeding produces heavier stands, a finer quality top growth and a larger yield.

The seed may be planted broadcast or in rows, both methods give good results. If planted in rows, about three feet apart and two feet in drills, use 6 to 10 seeds to hill, when plants are 8 inches high, thin to 3 to grow, is recommended. No inoculation is necessary; thorough preparation of the land and shallow covering of the seed are recommended.

Crotalaria for hay can be mowed once a year, just before blooming commences, to prevent it from becoming too coarse. Should not be cut closer than 8 inches to the surface of the ground; a second top growth will then soon follow. Cutting plants close to the ground results in a poor second top growth.

Crotalaria when grown on Norfolk sandy soil and harvested as a hay crop has produced one-third more in pounds per acre than cow peas, twice as much as bunch velvet beans and three times the yield produced by beggarweed.

VALUABLE AS A GREEN MANURE CROP

As a soil improver, *Crotalaria* has given better results than other leguminous crops. The percentage and quality of nitrogen is as high or higher than in any other leguminous crop. The analysis of the nitrogen taken in by the *Crotalaria* plant is about the same as cowpeas or velvet beans, that is, a ton of dry material of *Crotalaria* will carry about 40 pounds of nitrogen. *Crotalaria* makes quite more growth than either of these other crops mentioned, when it is turned back to the soil would consequently add more nitrogen to the soil.

This high percentage of nitrogen coupled with the large yield of top growth has produced more than 200 pounds per acre of nitrogen in test carried on in Florida. The greater part of this nitrogen is fixed from the air by the nodule bacteria on the roots of the plant.

Turning under this high nitrogen crop not only increases the available nitrogen in the soil but adds to the humus content of the soil. When compared with other green manure crops turned under, *Crotalaria* produced 3,000 pounds more organic material per acre.

Decomposition goes on very rapidly if turned under in a succulent stage of growth, but when turned under in more mature growth stages, it decomposes more slowly and prevents the heavy loss of nitrogen and organic matter. The slower decomposition of the plant residue provides available nitrogen to the growing crop over a long period of time and in amounts favorable for the needs of the crop.

This increase of organic matter to the soil decreases the loss of fertilizer constituents, augments its water holding capacity and lessens excessive aeration by cementing together the sandy soil particles.

Crotalaria is one of the most valuable leguminous crops, and the cost of seeding the ground is very small.

For seeding an acre in rows three feet apart require 5 pounds, to sow broadcast require 12 to 20 pounds.

Price of rescleaned seed, *Crotalaria Spectabilis*, high germination, less than 100 pounds at 30c per pound, over 100 pounds at 25c per pound, F. O. B. Monticello, Florida.

D. H. GILBERT, SEED GROWER
MONTICELLO, FLORIDA

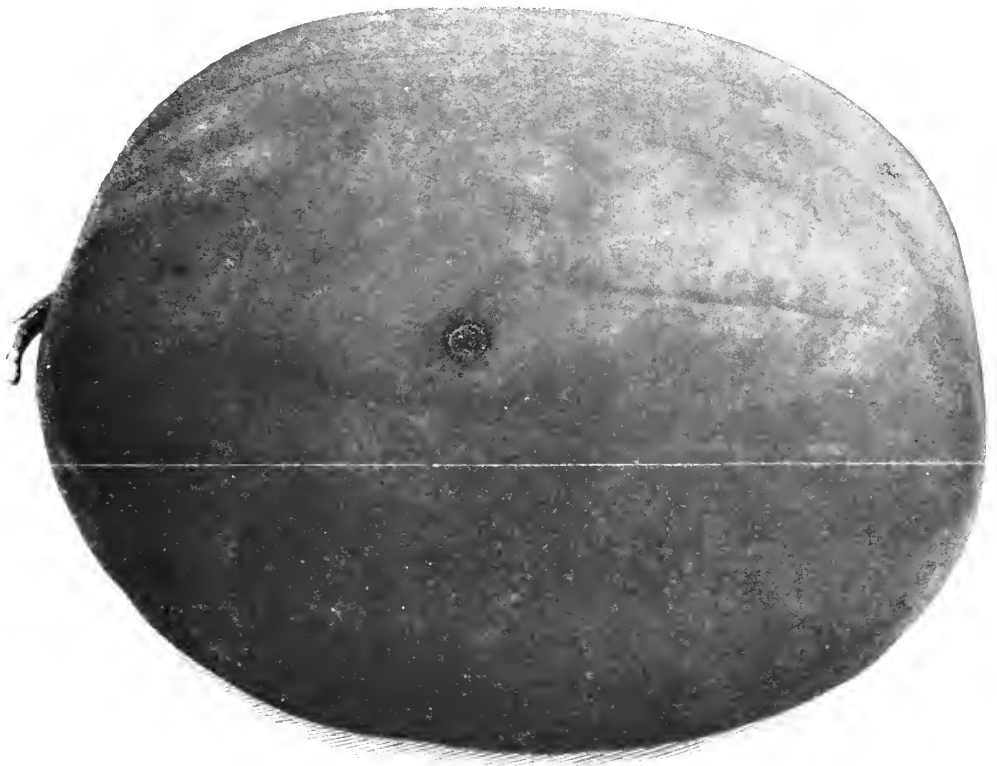
STOCK SEED GRADE



56- to 80-pound Gilbert's Cut-Red Tom Watson

The result has been so satisfactory that many of the larger planters will use no other stock. They claim paying the difference in price of other seed is economy, and when you take into consideration that it will take six of these big luscious melons to produce one pound of seed, which requires handling of nearly 300 pounds of melon to get a pound of seed, the price asked is very low. I would consider it economy to pay \$10.00 lb. for this Stock Seed Grade, if necessary, rather than plant some seed (offered for seed purposes) as a gift.

The seed item is the most important of all when you consider the returns and is only a fraction of the cost of other items necessary to produce a crop.



84-pound Stone Mountain or Dixie Belle

I HAVE for a number of years specialized in saving **Fancy Selected Stock Seed Grade** of two most prominent varieties of watermelon: **Tom Watson** and **Stone Mountain** or **Dixie Belle**.

This grade of seed has created a demand far greater than I anticipated when I first started saving seed from melons weighing 40 pounds and up, and offering it as **STOCK SEED GRADE**.

STOCK SEED GRADE

sold only in
one pound bags
at \$1.00 lb.

D. H. GILBERT, Seed Grower
MONTICELLO, FLORIDA

NOTICE

I have some calls for Georgia and Texas strains of Tom Watson Seed.

In order to supply these strains I bought stock seed last spring from W. A. Watson & Son, Thomson, Ga., and T. A. Willhite, Poolville, Texas; also bought stock seed of the Weaver strain Watson.

From these stocks I grew and saved a good quantity of seed, all from nice, good quality melons.

I offer any of these strains at same price of Gilbert's Cut-Red Watson.

We have used quite large quantities of your melon seed; found it as represented and proved satisfactory.

CHRISTIAN & NEAL, Fla.

Your seed proved to be mighty good and would like to continue selling them.

DAVID HIGGINBOTHAM, Ind.

Your seed were good, gave entire satisfaction, made finest quality melons.

COTULLA MERC. CO., Tex.

Had good success with your watermelon seed and would like to handle them next year.

BITTINGS DRUG STORE, Fla.

Your seed germinated fine and made good melons.

DR. H. G. ELKINS, Ill.

I handled your seed this year and I must say that my customers have never had better results, and I will want more next year.

S. W. COPELAND, S. C.

D. H. GILBERT

SEED GROWER

Monticello - - - - Florida

For our market a large melon sells best, if good quality, and I found everything desired in a melon in your New Creation; grows large (raised several over 80 lbs.), uniform good cutters and flavor. I planted five varieties; Creation made large and most of any.

J. C. CARR, Texas.

Your Creation melon is good for all purposes; grows large; I raised some over 60 lbs.

GUS T. NIEMAN, Texas.

Your New Creation Melon has the best quality of any hard rind melon I ever raised, also grows large, and all melons the same size.

G. L. STONING, Minnesota.

The Creation Melon with me this year was far ahead of the Watson as to quality, beautiful red meat. It is bound to be a favorite.

M. L. SWIHART, Arkansas.

I am sure your New Creation Melon is a good one. Very dry all season but made some fine melons.

L. C. DICKSON, Oklahoma.

On long distance shipping believe it will, in a short time, take preference to all other market sorts.

J. E. SPANN, Spann Merc. Co., So. Carolina.

Your Creation Melon has strong growing vines, prolific, large, uniform and excellent quality; did not cut a bad melon.

R. P. PERKINS, Florida.

Your Creation Melon matures here as early as other sorts; strong, vigorous vines, very prolific, grows large, uniform melons, good quality.

C. J. EGBERT, Kansas.

Mr. Gilbert:

Your Creation Melon is everything you claim it to be. They are the classiest looking melon we ever raised, large, smooth and no ill-shapes; the quality is unbeatable.

R. L. HAM & SON, Illinois.

D. H. GILBERT

SEED GROWER

Monticello, - - - Florida

The Verdict of New Creation Watermelon

Mr. Gilbert:

I like your New Creation Melon so well that I expect to plant my entire crop to Creation next year.

M. L. GARRETT, Missouri.

Your New Creation Melon is mighty fine, about as early as other sorts, strong vines, grows large, uniform melons with no hard centers. In order to compare the productiveness, I shipped 1,000 large melons, besides several truck loads off 1,200 plants. It can't be beat.

OTIS MAYES, Indiana.

Mr. Gilbert:

We had 19 acres of your New Creation Melon this year, and believe we had the finest field of vine growth and large melons in Jackson County, not a necked melon in the field; the leaves all scalded down at one time, but in spite of this we had an enormous crop of the largest, most uniform melons we have ever grown.

GROVER DOEN, Indiana.

Mr. Gilbert:

I will send you a nice big order for seed next season, mostly Creation. It is mighty fine.

HARVE MYERS, Indiana.

Your New Creation Melon is a good shipper, grows very uniform, vines vigorous and did not blight, eating quality fine.

T. O. MURPHY, Maryland.

Your Creation Melon is a good one, raised lots of them weighing over 50 lbs. The Creation and Ribault are my sorts from now on; no others will equal; my customers will have nothing else.

WILL GAINES, Texas.

We planted a small tract to your New Creation Melon, made fine big melons, cut good and sold fine; believe you have a good melon.

KINDRED MERC. CO., Missouri.

ORDER SHEET—1932

D. H. Gilbert,
Seed Grower,
Monticello, Fla.

Date

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Dear Sir:

Please forward the quantity and varieties of seed indicated below.

It has always been my policy to price the seeds I grow within the latitude justified by existing conditions without impairing quality; therefore, I believe my prices are in line to meet present conditions.

Pounds	Variety	Price, lb.	Amt.
	Angel Kiss	\$.60	
	Alabama Sweet	.60	
	Arnold	.60	
	Big Special or Triumph	.60	
	Dale	.60	
	Excel Improved	.60	
	Florida Favorite	.60	
	Golden Honey (Yellow Flesh)	.60	
	Gilbert's Creation (New)	1.00	
	Halbert Honey	.60	
	Irish Grey	.60	
	Kleckley Sweet Improved	.60	
	Klondike	.60	
	Porto Rico (Yellow Flesh)	.60	
	Ribault (Formerly Radio)	.60	
	Rattlesnake	.60	
	Stone Mountain or Dixie Belle	.60	
	Schochler	.60	
	Smith	.60	
	Thurmond Grey	.60	
	Watson (Gilbert's Cut-Red)	.60	
	Wondermelon	.60	
	Pollock 10-25 Cantaloupe	.60	
	Hale's Best Cantaloupe	.60	
	Stay Green Cucumber	.60	
	Early Fortune Cucumber	.60	

Florida Flint Corn, \$2.50 bu., 75c pk., 50c ½ pk., **not prepaid.**

TOTAL

Amount Enclosed \$

R. F. D.

Box No.

Postoffice

State

Shipping Address

(If different from postoffice.)

Sign Here

NOTE:—At the above prices seed will be delivered prepaid to your address if remittance is sent with order. If I am out of any seed ordered the amount sent will be promptly returned unless a substitute is mentioned. All orders accepted will be shipped promptly, unless otherwise instructed.

Write for special discount for 50 pounds or more seed.

Cucumbers

STAYS GREEN A marked improvement over all other White Spine and since its introduction a few years ago has become a most profitable variety with which all who have grown it, bringing better prices than any other variety. The vine is very hardy, and its greenness has been developed until the first fruit is ready for shipment a week or more in advance of the White Spine. The color is a clear, rich green, brilliant and permanent to an extraordinary degree. In productive-ness it ranks first the cucumbers being set in profusion, and of unequalled symmetry and uniformity.

EARLY FORTUNE

An attractive variety, and has become very popular. Early Fortune is now being largely grown by market gardeners and shippers both north and south. In color it is an attractive deep green, which it retains much longer than most other sorts. Being fine grained, its white flesh is exceedingly crisp and brittle, excellent for slicing.

A NEW WATERMELON

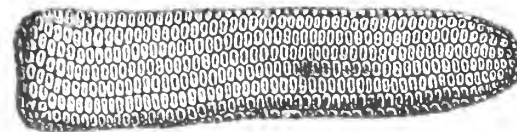
I have developed a remarkable watermelon in this new variety, which should attract the attention of commercial growers and produce firms that seek a big, fine melon, and will be equally as pleasing to the local market growers. It will average, grown under the same conditions as other melons, much larger, not unusual to produce melons weighing over 80 pounds. This variety certainly should appeal to growers catering to markets that will pay satisfactory prices for attractive products. Eating and shipping quality, productiveness and size were the things I had in mind in propagating this melon, and have been successful beyond my fondest expectations.

The rind is thin for such an enormous size melon, is extremely tough, and will stand ordinary handling and shipping with no bad effects; the meat is sparkling red with no white parts, of a delicious flavor. The melon is a rich green with mottled stripes. This is really a quality article, and in many respects surpasses any other variety of the melon family.

I have only a limited amount of seed. The seeds are creamy white, an 80-pound melon contains not more than 3 ounces of seed. As a grower of 33 years' practical knowledge and experience growing and shipping watermelons, I have no doubt of it attracting the immediate attention of commercial growers, for it is, without a doubt, the most profitable melon a grower can plant.

Florida Flint Corn

A product of my own which I have succeeded in perfecting after years of careful selection from the choicest native Florida Flint Corn. By carefully selecting the seed each year, and allowing the blades to remain on the stalk until it was thoroughly matured, I have built up a strain of exceptionally fine Flint Corn, large, strong growing plant, with luxuriant dark green leaves and large stalk. Ears large, with from 12 to 16 rows, kernels broad and long, cob medium size. I have never known this corn to fail in making a heavy crop.



Cantaloupes

SALMON-TINT POLLOCK NO. 10-25

This is an early melon of the solid netted type. Thick, luscious flesh of a genuine salmon tint shading to green near the rind. A splendid keeper that stands shipping particularly well and always arrives in excellent condition. It is a prolific yielder of foremost quality.

HALE'S BEST

This new variety originated in the Imperial Valley of California. It is a remarkably early melon of fine flavor and the earliest of the Rocky Ford Cantaloupes. The rich salmon flesh is exceptionally thick and of a sweet, luscious and superb flavor. The fruits are oval and heavily netted, produced on vines of considerable hardness. Seed cavity is small. Very popular with Colorado shippers, who recommend it highly.

Gilbert's Creation (New)

